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COMBATING ZIKA

AND FUTURE THREATS

A GRAND CHALLENGE FOR DEVELOPMENT



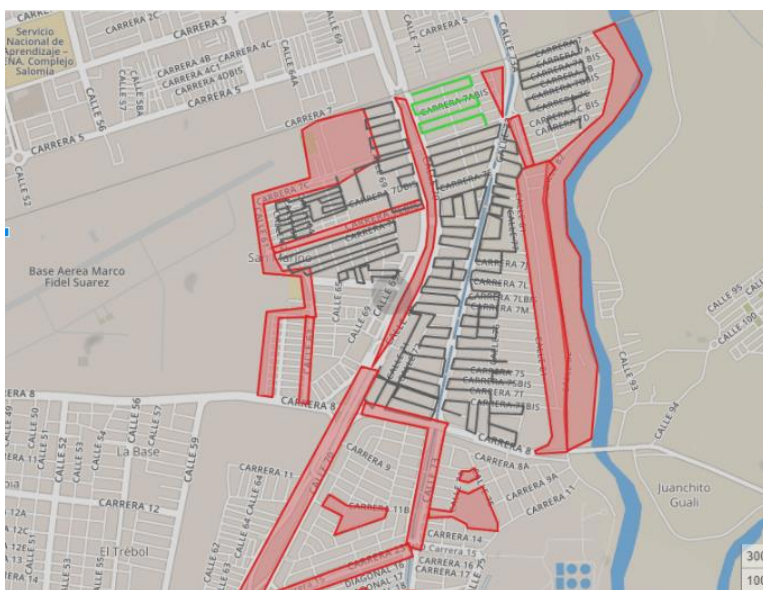
PREMISE™

A data-driven solution for prevention and eradication of Zika

In response to the 2016 Zika outbreak, USAID's Center for Innovation and Impact (CII) launched *Combating Zika and Future Threats: A Grand Challenge for Development (CZFT)* in 2016. The program provided catalytic funding and support, awarding \$30M to 26 innovators across 7 innovation categories

Premise is a data and analytics platform that empowers decision-makers with real-time strategic information and data. The prevalence of smart devices has made it easier than ever to generate real-time data. By combining the power of a global network of on-the-ground contributors with data science and machine learning, Premise can help improve global health programs' ability to deliver services and care and respond to health threats. As a crowdsourced data technology solution, Premise enables regular citizens to complete data collection tasks on a mobile application. With its network of citizen contributors, Premise has created a flexible and efficient way of generating real-time data. This real-time data can be used with program managers and policy-makers to inform and improve decision-making.

CZFT awarded funding to Premise to pilot its data platform and citizen-led data generation model in a global health context. CZFT was the first time Premise had attempted to convert its data platform into a global health context. The resources provided by CZFT helped Premise pilot its platform in Colombia. This presented an opportunity within CZFT to help non-traditional players in global health to test their innovations in the context of the Zika pandemic.



Example of Zika hotspots mapped by user-submitted data on Premise platform in Cali, Colombia (Photo courtesy of Premise)

The Center for Innovation and Impact (CII) applies innovative, market-based, and digital health approaches to accelerate impact against critical health issues.

CZFT provided the opportunity for Premise to validate its citizen-led data model to help identify and reduce mosquito breeding sites.

Following the program, Premise was able to show that areas in which its citizen-led contributors were active in Cali were able to reduce mosquito breeding sites by 65%. In addition, its citizen-led data collection approach benefit contributors economically: contributors receive payments in exchange for completing tasks, providing an incentive for continued reporting of breeding sites.

"CZFT was the first time we worked with a ministry, that experience has played a huge role in how we work in other LMICs"

CZFT helped Premise to create a sustainable global health business model.

Following the program, Premise has been able to expand its contributor-led data networks to 117 countries. It has closed multiple venture capital funding rounds, its most recent valued at \$85M. In addition, it has moved government relationships into full-fledged business opportunities: the Cali government decided to continue funding Premise's operations after initial successes of the pilot. Furthermore, its success in global health has turned into commercial success with local players.

"We work with private-sector LMIC players who learned about us through our global health work with local ministries"



CZFT positioned Premise to expand into other global health areas, including COVID-19.

Premise leveraged its active contributor networks around the world to generate insights into how COVID-19 has impacted various populations in both HICs and LMICs. Premise published a comprehensive study of COVID-19 sentiments in Yemen and highlighted opportunities for the government to improve its response. In Brazil, Premise data highlighted major sources of misinformation on the origins of the coronavirus, generating information which could be used to identify policy interventions by Brazilian government.

"Clients involved in COVID response require immediate access to data, much like during the Zika outbreak. We learned a lot about stakeholder needs from CZFT"

